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“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

Corporate Social Responsibility Integrated Cleaner Production, Industry Case Study of Recife-PE

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Abstract

Organizations are increasingly aligned with consumer demands. These companies are driving the guiding their processes under the basis of sustainability, advances rampant economy has a strong impact on society and because of this, the population has positioned itself against organizations and local governance in order to have responses that contribute positively to social, environmental and economic. A corporate Social Responsibility refers to a business posture in order to attain sustainability throughout its supply chain, from suppliers, customers, employees how they relate to the environment. This can be aligned to the principles of Cleaner Production (CP) if the organization has integrated some action in the company. For the P + L seeks a complex analysis of the production process in order to increase efficiency. The aim of this paper is to describe actions for Environmental Responsibility and check which of these alignment with the principles of Cleaner Production in the productive sector organizations, using as a case study of a chemical branch Cleaning and Hygiene located in the city of Recife-PE, regarded here as Industry X.

Keywords: *Environmental Responsibility, Cleaner Production, Industry, Sustainability.*
